LENU SUNNY

🏠 Calicut, Kerala | ✉ lenusunny@gmail.com |
in lenusunny | 📞 7306933230 | 🌐 lenu-sunny.netlify.app

Digital Marketer:

Career Objective: Initiative and strategy-driven Digital Marketer, driving more traffic to a website through tactics by complete visibility and growth, delivering user-centric solutions in compliance by tracking and analysing the results of efforts to determine what is working and what is not.

EDUCATION

MG University, Kerala, India   2019 - 2022

Bachelor of Vocational Education | **Major** : Information Technology | **Overall**: 7.5

Higher Secondary, Kerala, India   2017 - 2019

Stream: Commerce | **Overall**: 8.6

DIGITAL MARKETING CERTIFICATIONS:

- Inbound Marketing Certification **-** HubSpot Academy   Sep - Oct 2022
- The Fundamentals of Digital Marketing **-** Google   Sep 2022
- Complete SEO Training + SEO For WordPress Websites **-** Udemy   July - Sep 2022
- The Complete Digital Marketing Course -12 Course in 1 **-** Udemy   Arp - July 2022

EXPERIENCE

Junior Digital Marketer | **Adbiztech**   Oct - Dec 2022

- Created RoadMap for Company Target and Strategy
- Optimized and Managed the company Website
- Developing and executing email marketing campaigns
- Running social media ads, and Analyzing
- Creating a Calendar for Social Media Strategy

INTERNSHIP/ PROJECTS

SEO Intern | **Simi Foundation**   Aug - Oct 2022

- Endosemenment charity Programs for a Non-Governmental Organisation
- Created a Campaign for local Search by Google MyBusiness
- Engagement in emails and Conversations.
- Optimizing the local business for better Results

Digital Marketing Intern | **Events - Techshetra, Swamvatham**   Arp - Dec 2020

- Schedule events and Follow up
- Attending team meetings and preparation of Calendars.
- Preparing Various emails and documents as per the requirement
- Sending New invitations to clients Through Mails.

KNOWLEDGE BASE

Hard Skills

- SEO
- Content Writing
- Keyword Research
- Digital Marketing
- Google Analytics
- Social Media Marketing

Soft Skills

- Conflict Resolution
- Time Management
- Relation Management
- Flexibility
- Collaborative
- Agile Mindset

Languages :   • English   • Malayalam   • Hindi   • Tamil